

Rep Order# 6868000 **Ver#** 1 **Status** New **Traffic Order#** **Printed:** 10/25/2012 4:15 PM 1 of 2
EC'd Yes **Last Received:** 10/25/2012 12:11 PM
Showing Buylines: All Lines

Station	WVBT-TV NORFOLK, VA.	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	() .AMERICAN CROSSROADS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	American Crossroads		ALEXANDRIA, VA. 22314	Salesperson	() ANJIE BRADY
Estimate#	1287	Agency C/P1/P2/E	11/27/1287	Salesperson Phone#	215-567-6005
Buyer	Noelle Ramsey	Flight Dates	10/31/2012 - 11/05/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

-- CONTRACT COMMENT --

$$S^* = S$$

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 9,660
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	5	W	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	10/31-10/31	1	1	1	\$150.00	
Rating: 0.9												
	6	TH	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
Rating: 0.9												
	7	F	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	11/02-11/02	1	1	1	\$150.00	
Rating: 0.9												
	8	M	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
Rating: 0.9												
	10	W	1030P-11P	LATE NEWS	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
Rating: 4.4												
	11	TH	1030P-11P	LATE NEWS	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
Rating: 4.4												
	12	F	10P-1045P	LATE NEWS	:30	\$2,000.00	11/02-11/02	1	1	1	\$2,000.00	
Rating: 4.4												
	13	M	10P-1045P	LATE NEWS	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
Rating: 4.4												

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Phone# Hiatus Weeks
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	16	M	1045P-11P	SPORTSWRAP	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
Rating: 2.5												

17	M	5A-6A	Buyline Comment: RICKI LAKE									
					:30	\$60.00	11/05-11/05	1	1	1	\$60.00	

---REPORT TOTALS---

Report Totals: 10 / \$9,660.00

---SALES MONTHLY TOTALS---

Nov 12: 10 / \$9,660.00
Sales Totals: 10 / \$9,660.00
Station Totals: 10 / \$9,660.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$161,000	CATV 0%	WAVY 29%	WGNT 1%	WPXV 0%	WTKR 25%
		WTVZ 0%	WVBT 6%	WVEC 39%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE